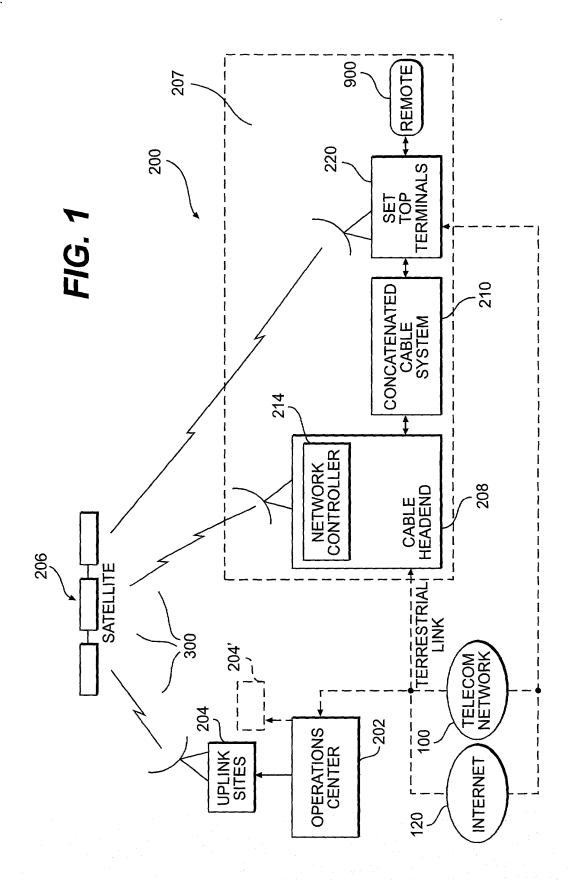
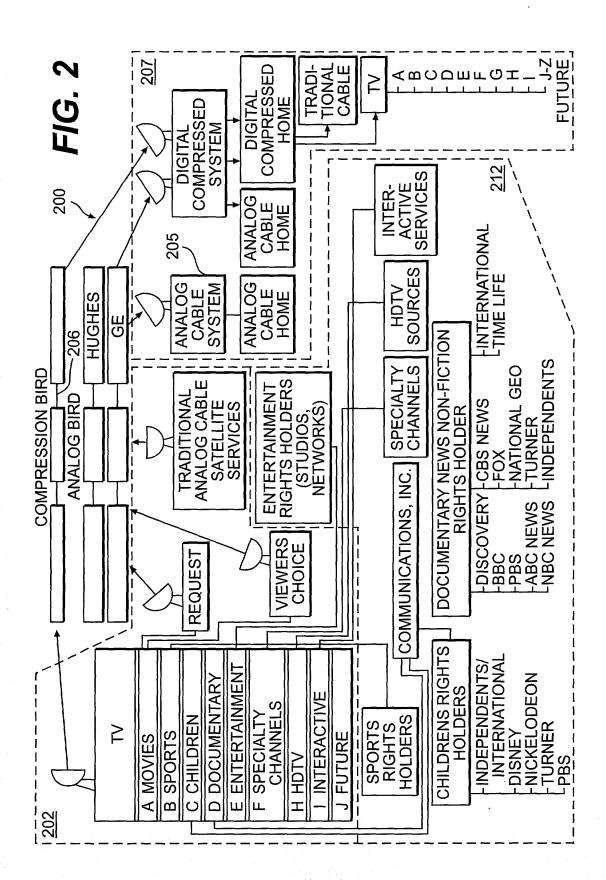
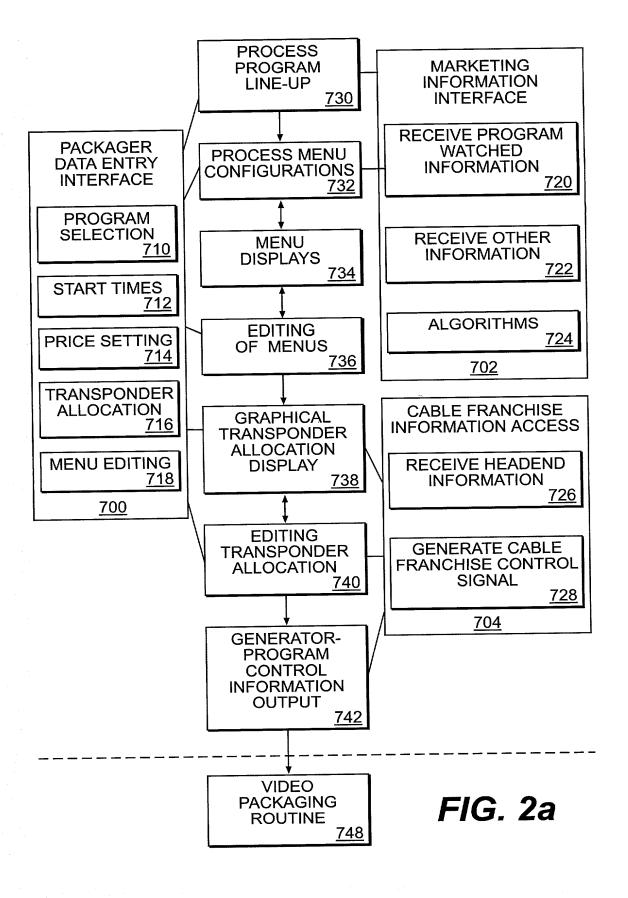
Inventor(s): John S. HENDRICKS, et al.





Title: INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION DELIVERY SYSTEMS

Inventor(s): John S. HENDRICKS, et al. Contact Name: John K. Harrop (703) 288-5240



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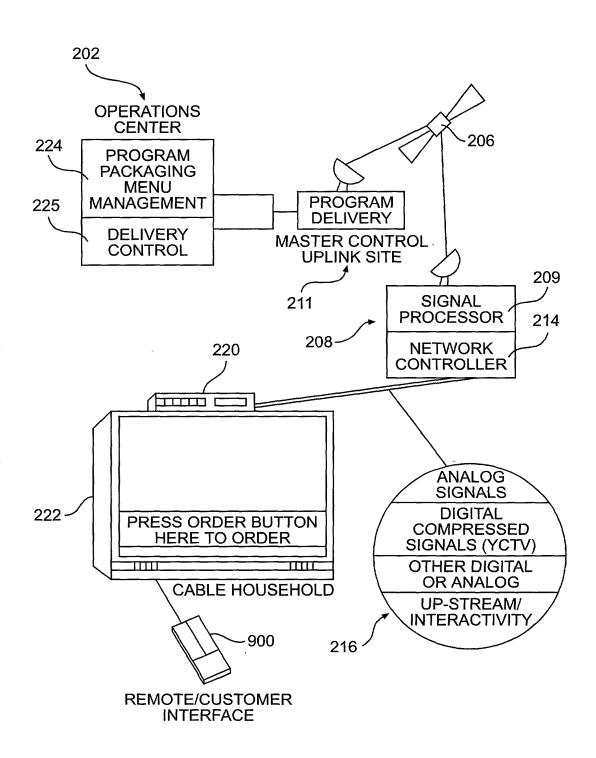
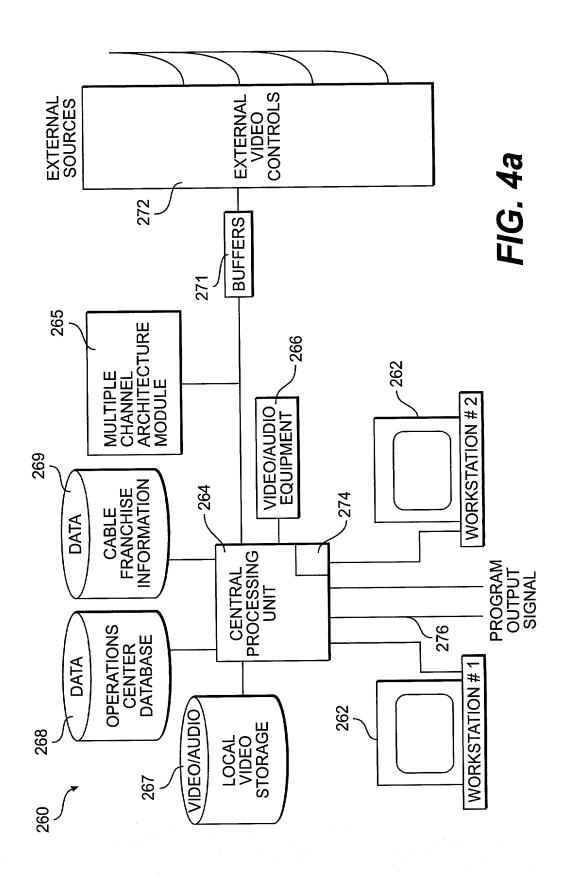


FIG. 3

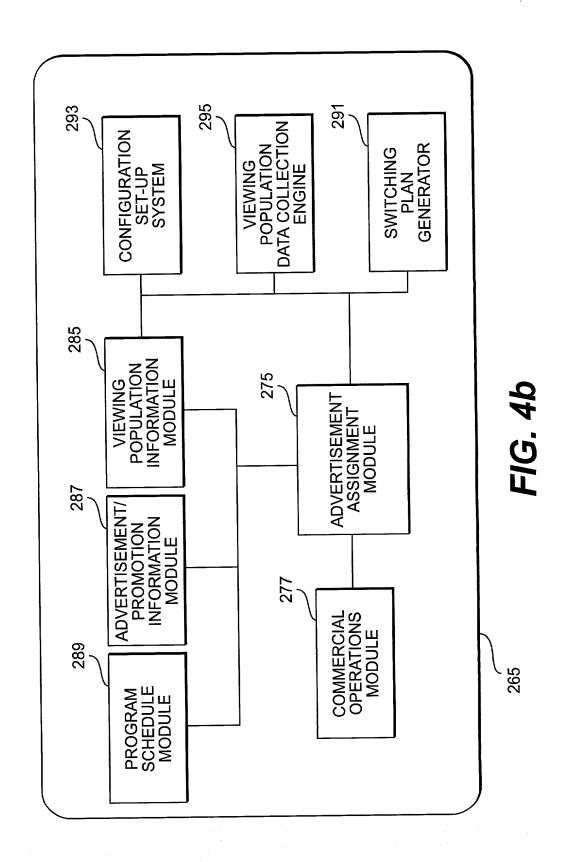
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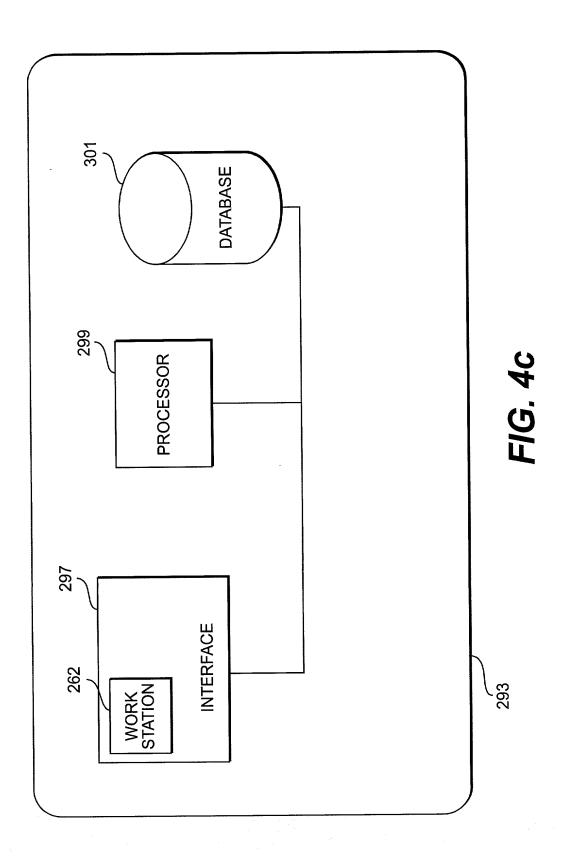
Attorney Docket No.: 5205 Application No.: 09/973,083 Filed: 10/10/2001



Inventor(s): John S. HENDRICKS, et al.

Contact Name: John K. Harrop (703) 288-5240

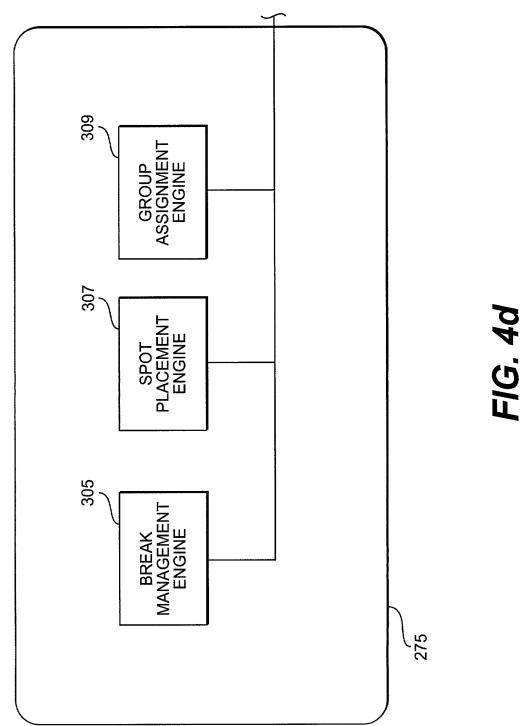
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Contact Name: John K. Harrop (703) 288-5240

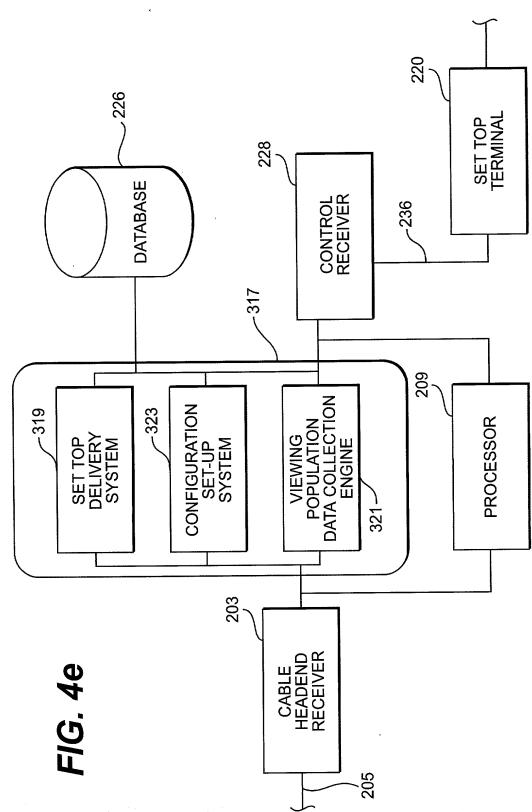
Attorney Docket No.: 5205 Application No.: 09/973,083 Filed: 10/10/2001



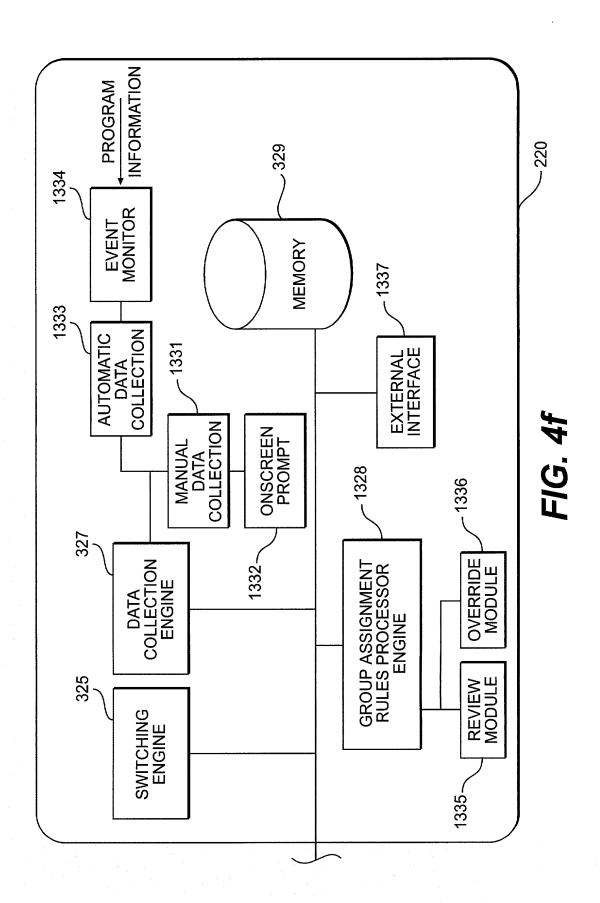
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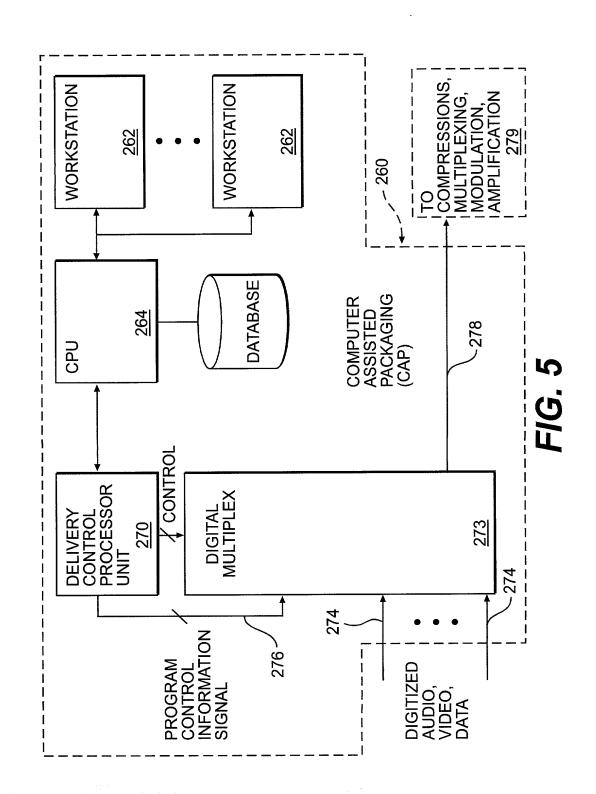
Inventor(s): John S. HENDRICKS, et al.

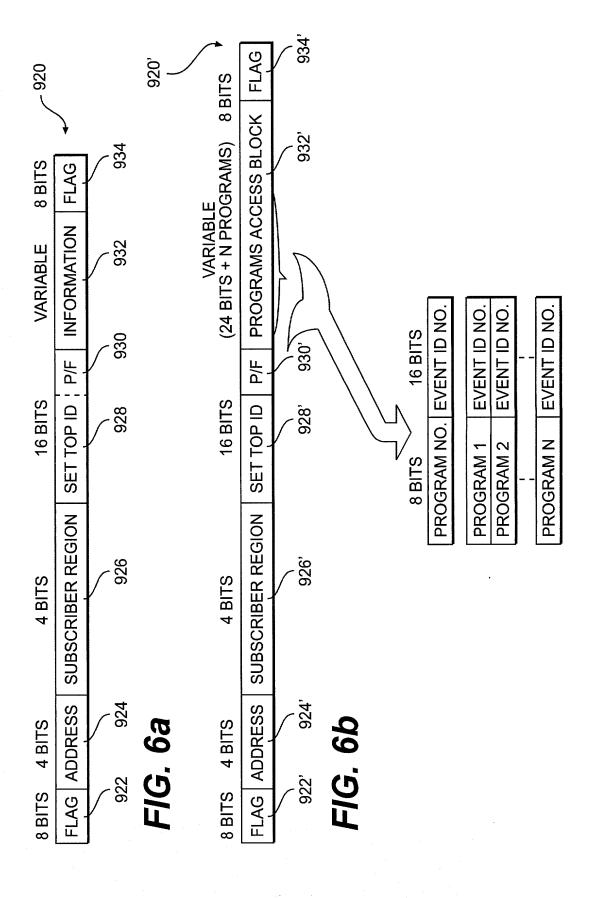


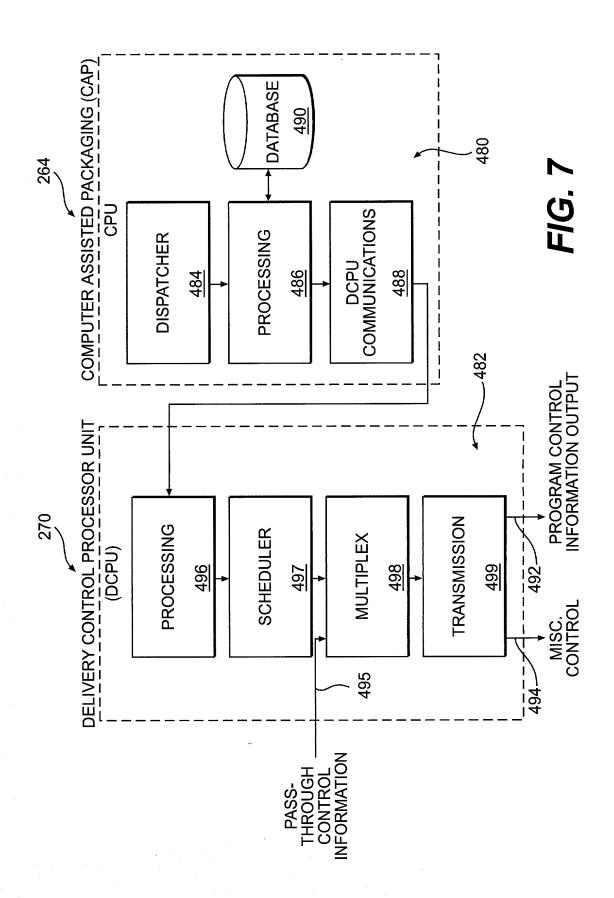
Inventor(s): John S. HENDRICKS, et al.



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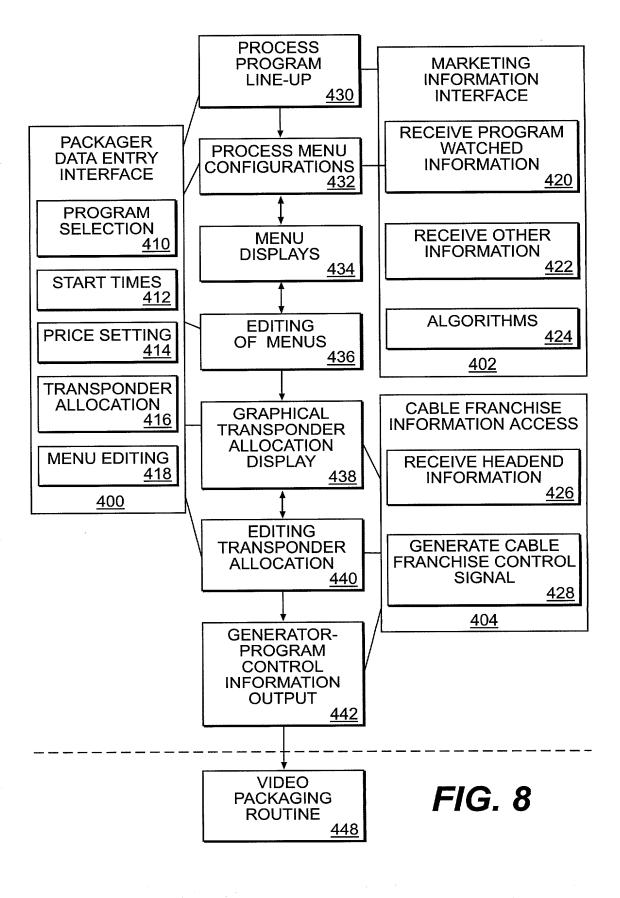




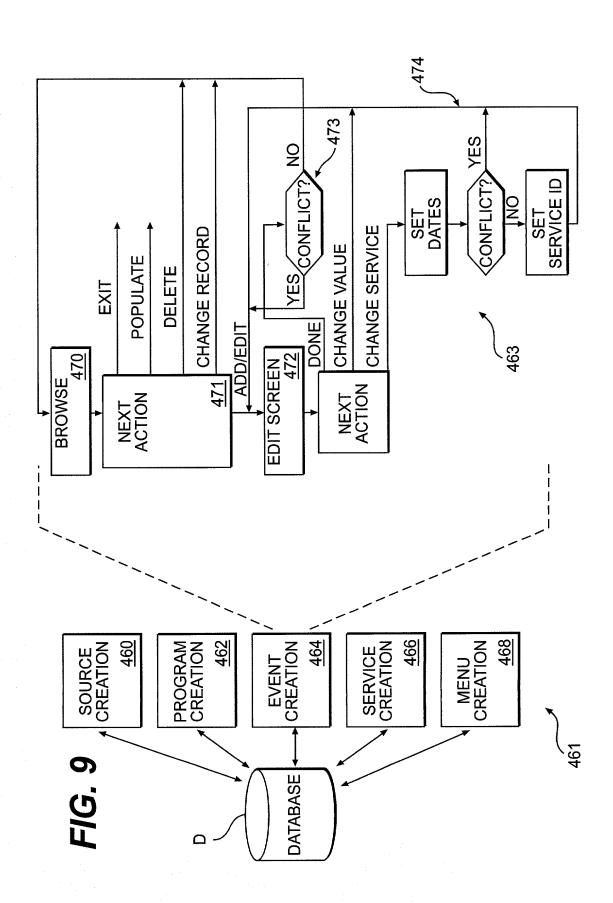
Title: INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION DELIVERY SYSTEMS

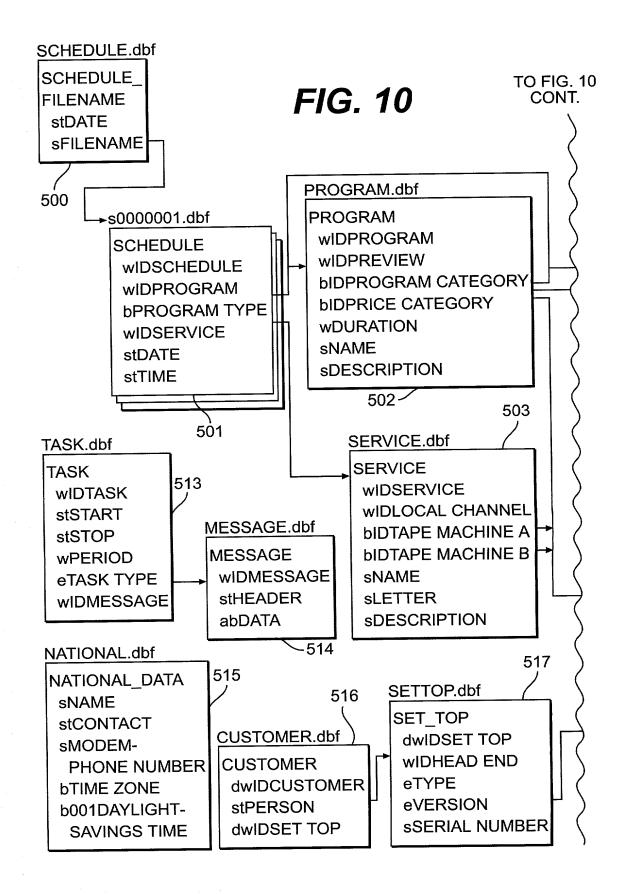
Inventor(s): John S. HENDRICKS, et al.

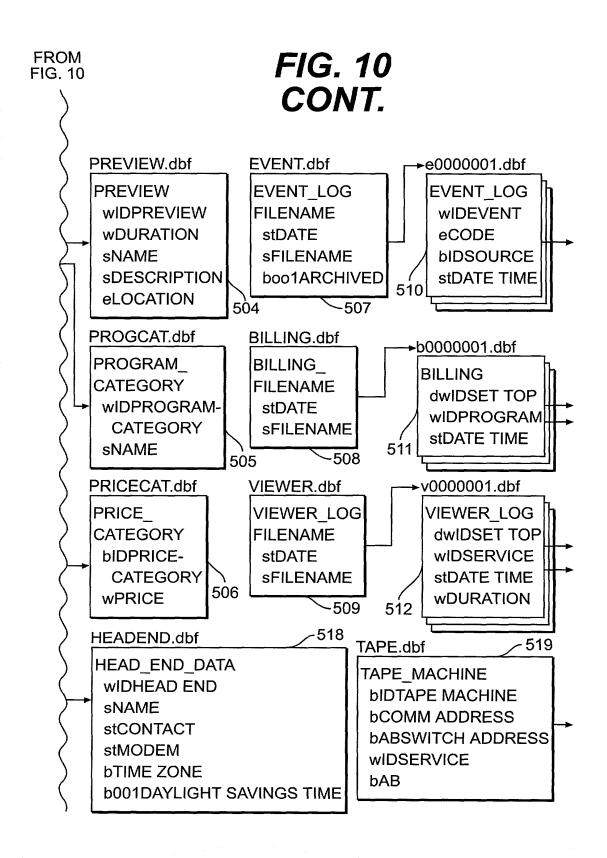
Contact Name: John K. Harrop (703) 288-5240



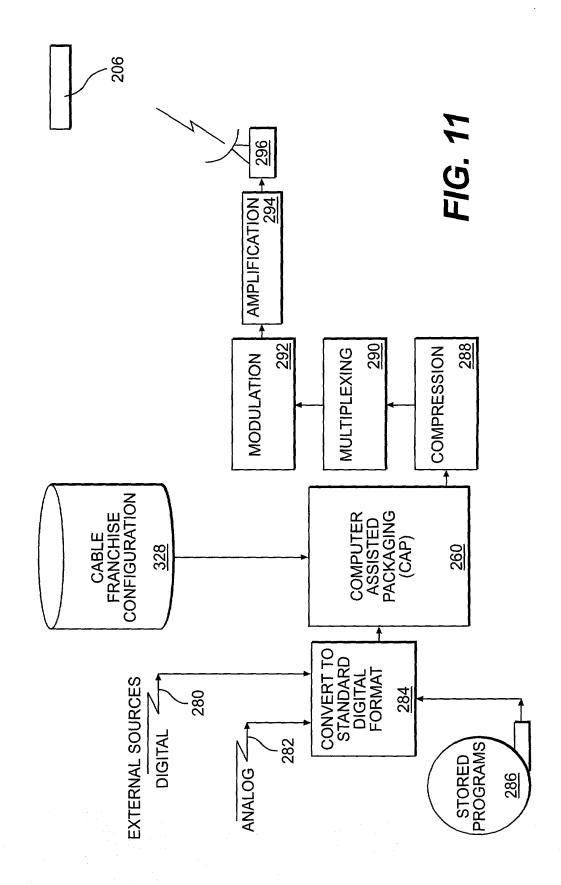
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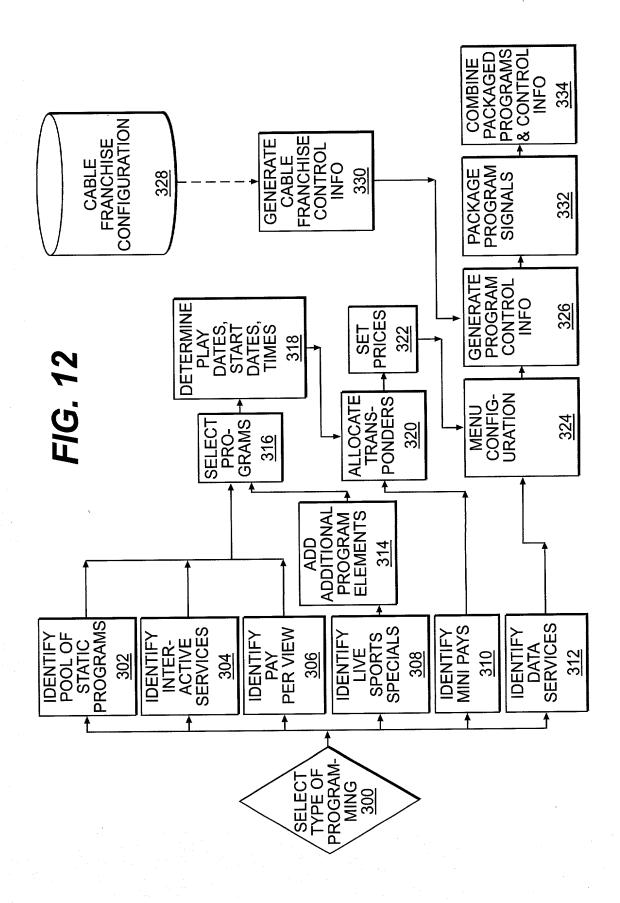


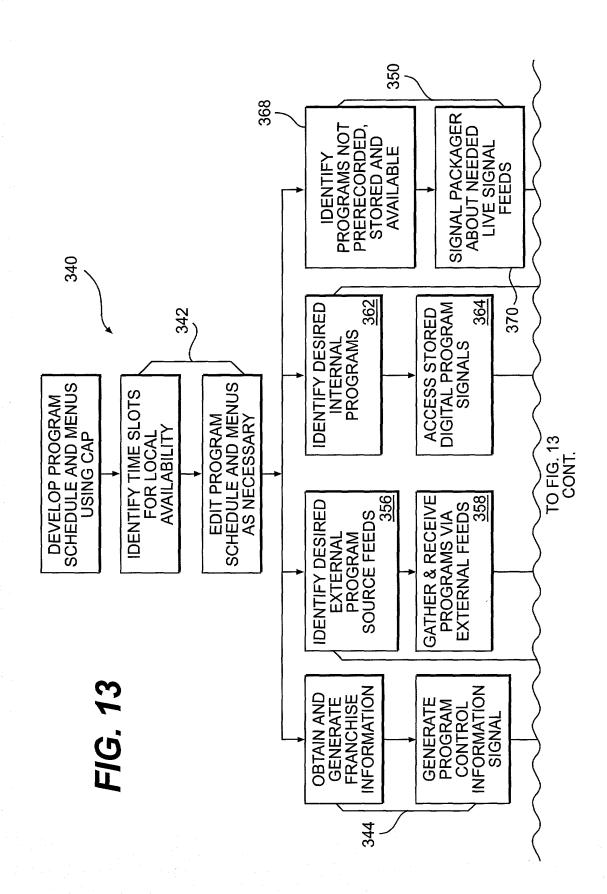




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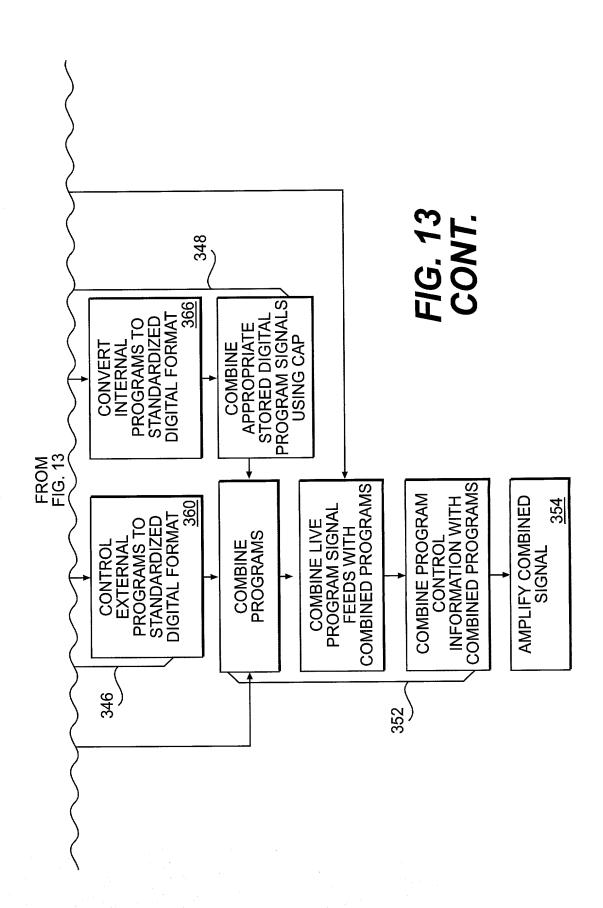






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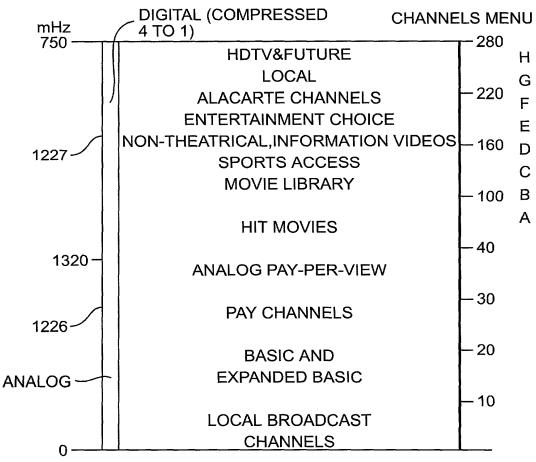


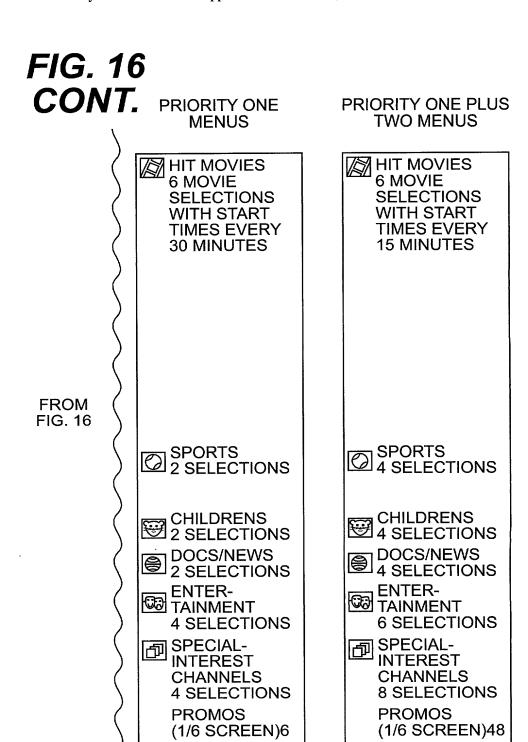
FIG. 14

<u>1</u>	230 / 1229		<b>-</b> ~1228
	L PROGRAMMING		V 1220
MENU	CATEGORY		1
A	MOVIES	50	1
В	SPORTS	2	
C	CHILDRENS	3	
D	DOCUMENTARY	14	
E	ENTERTAINMENT	10	
F	SPECIALTYCHANNEL	.S 15	
G	LOCAL	N/A	
H	HDTV	4	
	INTERACTIVE	2	
	COMBINED	100	]

FIG. 15

SATELLITE MOVIE OPTIONS		AVAILABLE	FIG. 16
VCTV COMB(		MENUS (1,2,8,3)	
1	8:1	8 MOVIE	
2	8:1	SELECTIONS WITH START	
3	8:1	TIMES EVERY 15 MINUTES	
4	8:1		
5	8:1		
6	8:1		
7	8:1		TO FIG. 16
8	8:1		CONT.
9	4:1	SPORTS 8 SELECTIONS	
10	4:1		
11	8:1	CHILDRENS 8 SELECTIONS	
12	8:1	B DOCS/NEWS 8 SELECTIONS	
13	8:1	ENTER- TAINMENT 8 SELECTIONS	
14	8:1	回 SPECIAL- INTEREST	
15	8:1	CHANNELS 16 SELECTIONS	
16	8:1	PROMOS (1/6 SCREEN)48	
17	8:1	DATA STREAM	
18	OR MAX 8:1 OR MAX	MUSIC 32 DIGITED STATIONS	
		244	

Attorney Docket No.: 5205 Application No.: 09/973,083 Filed: 10/10/2001



**DATA STREAM** 

MUSIC 別4 DIGITED

240 -

**STATIONS** 

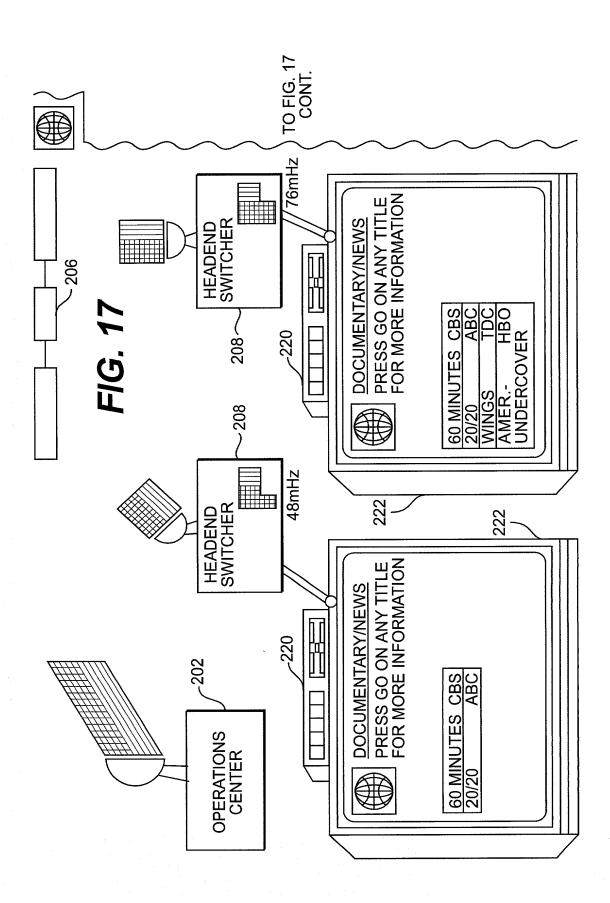
DATA STREAM

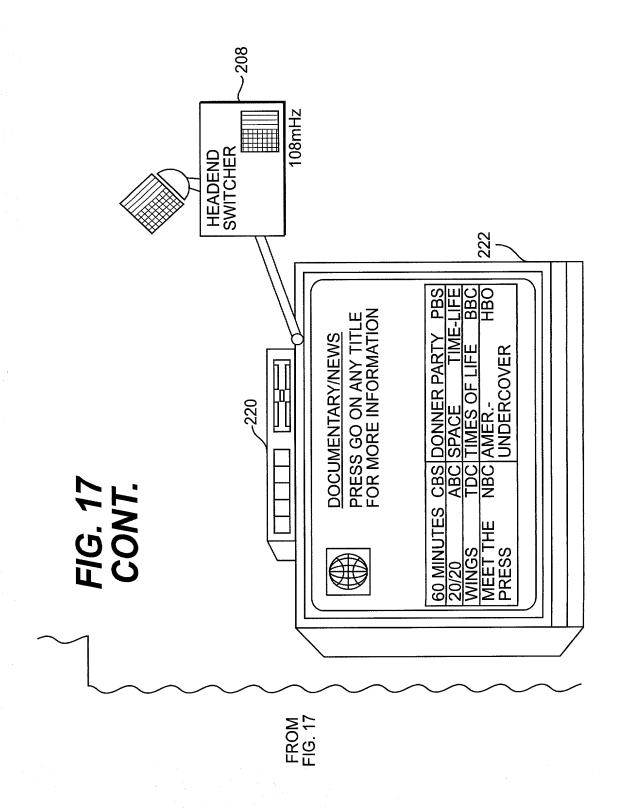
MUSIC

242 -

32 DIGITED STATIONS

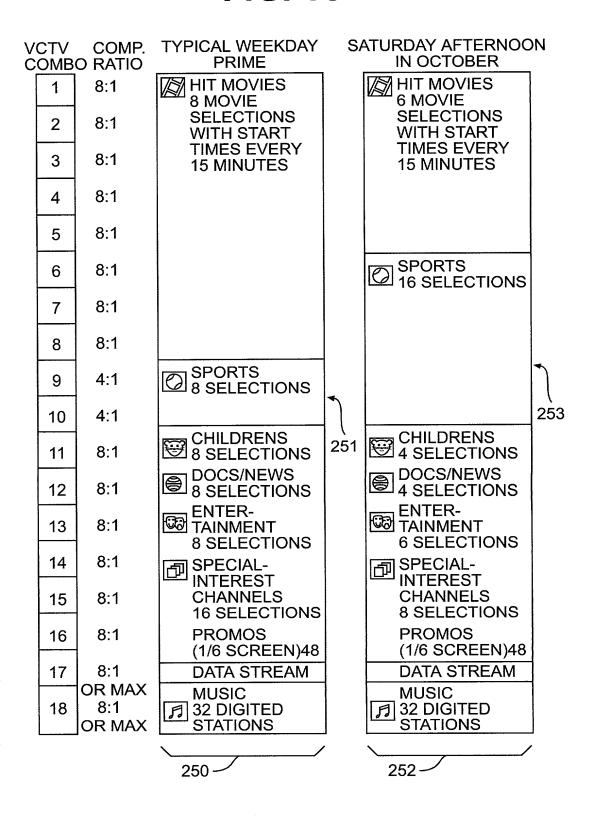
· Inventor(s): John S. HENDRICKS, et al.



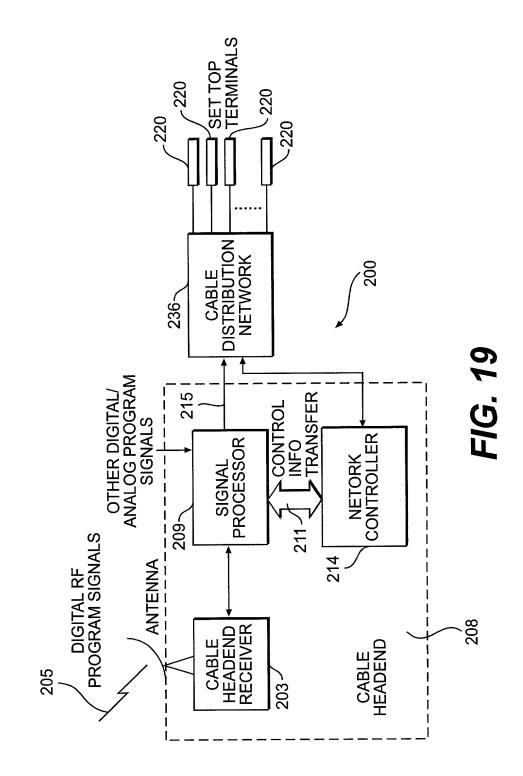


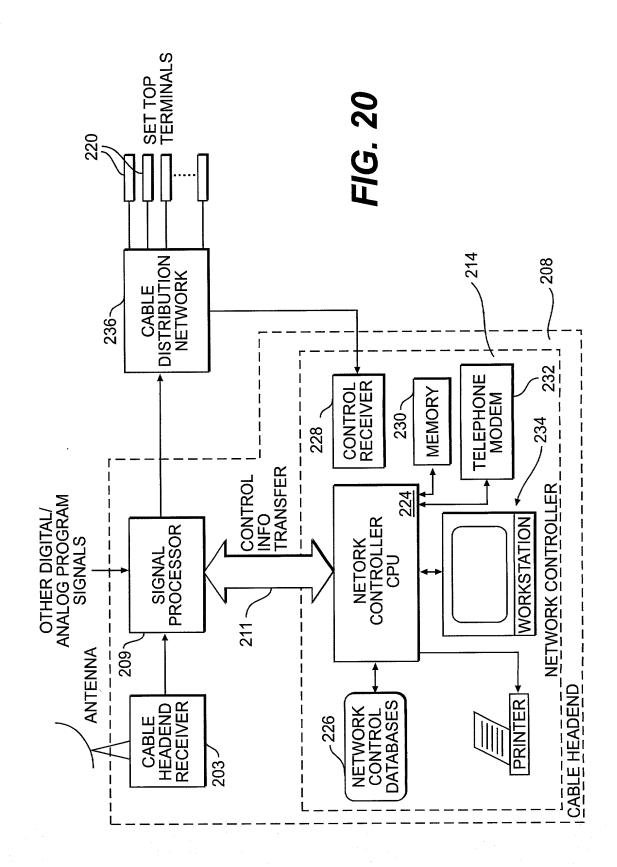
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## FIG. 18

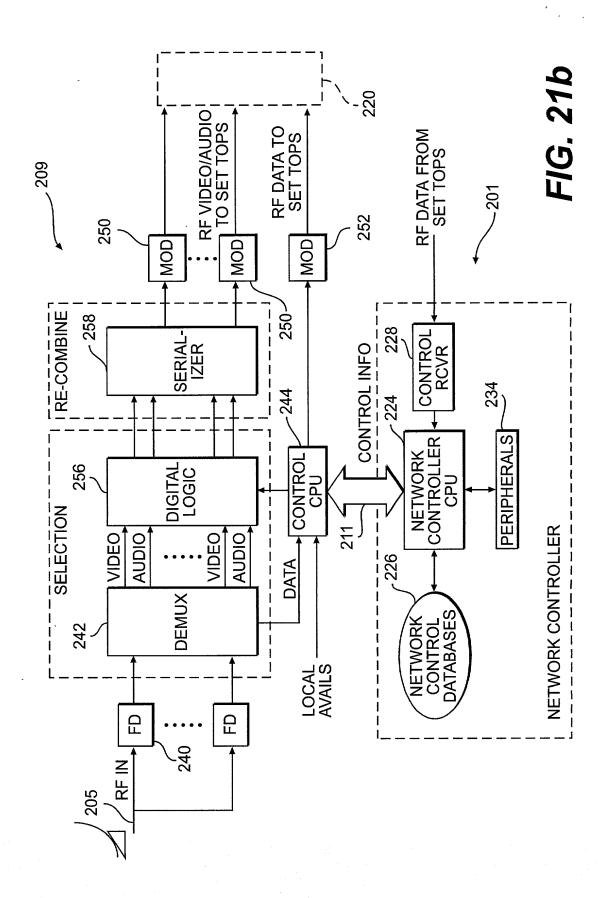


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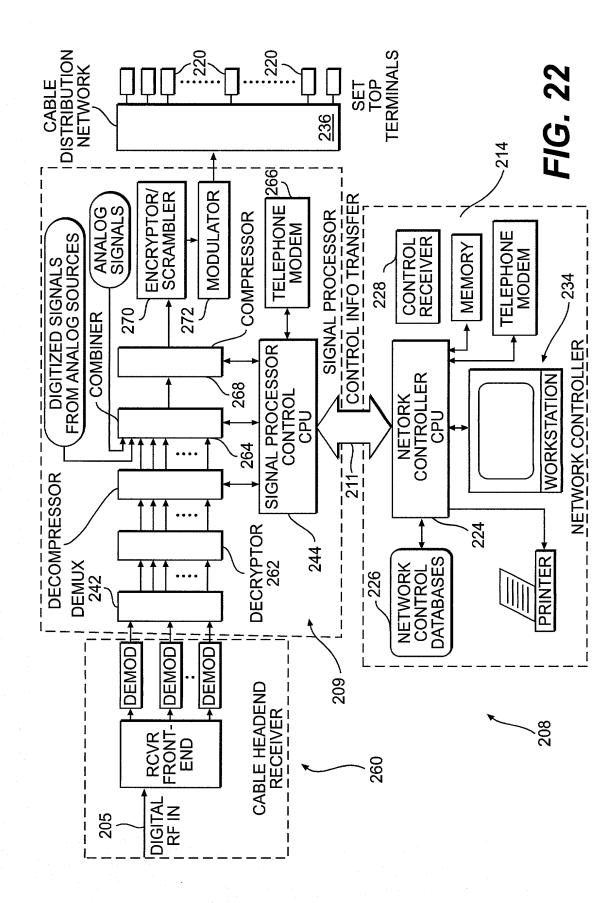




205

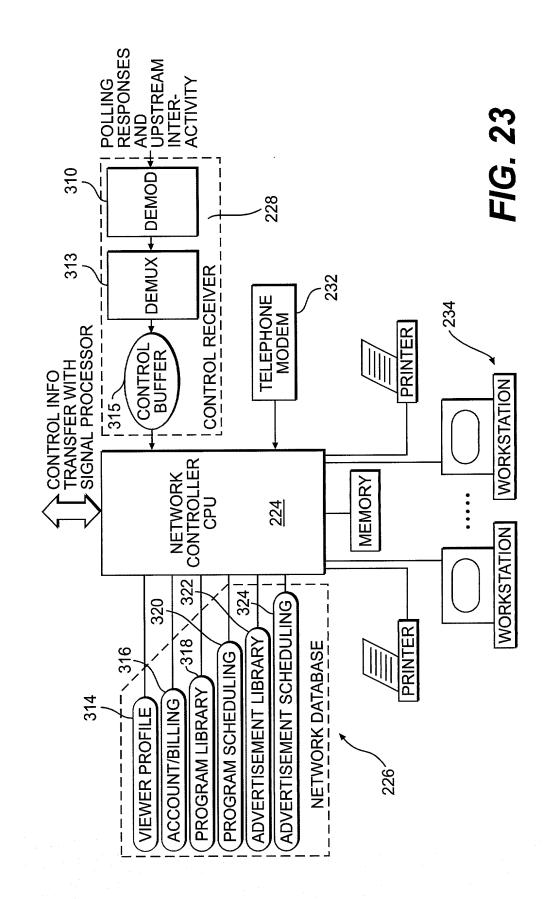


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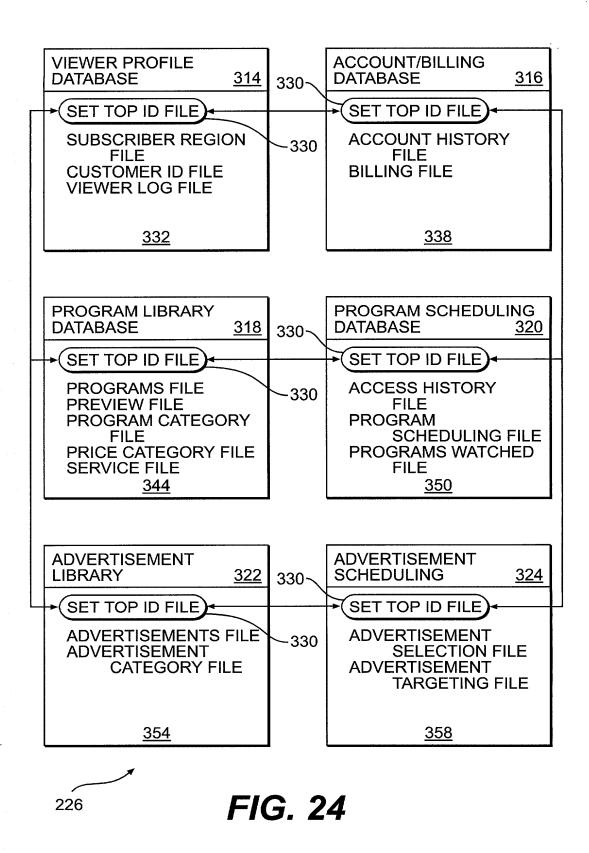


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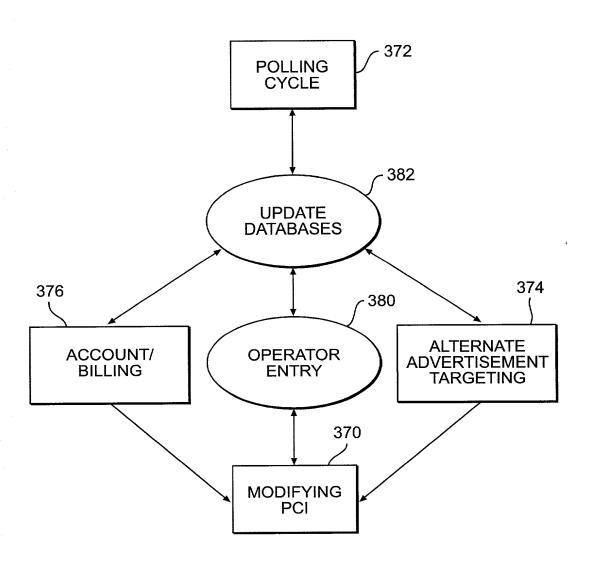
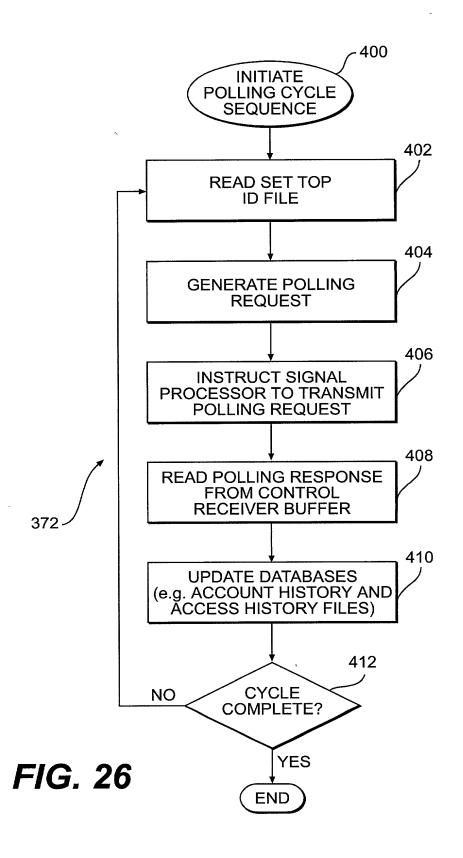
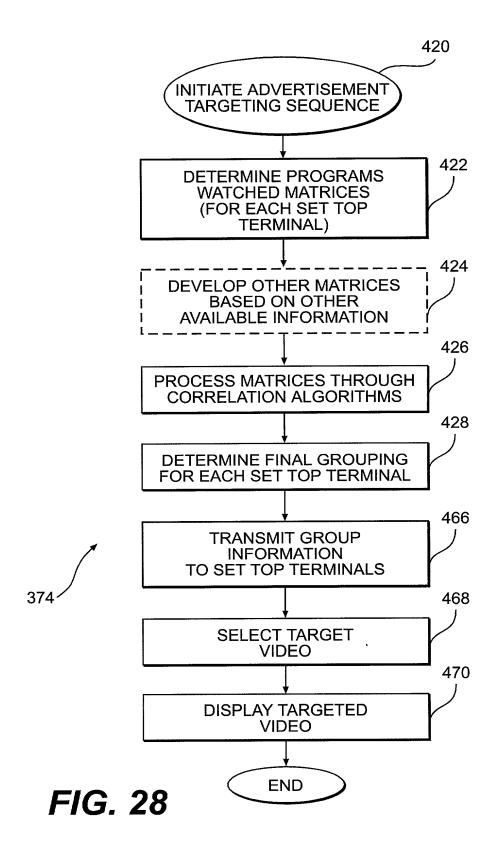


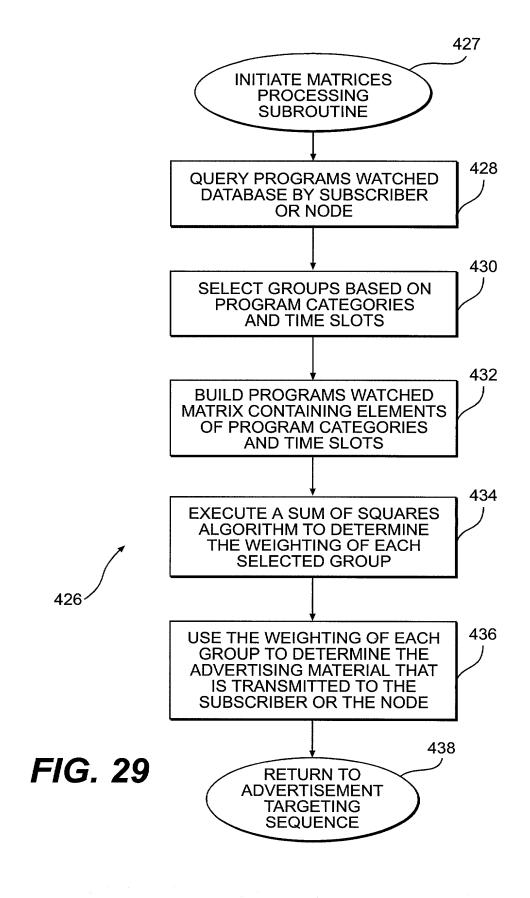
FIG. 25



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			351				
SPORTS NEWS MOVIES CHILDREN ENTERTAINMENT	0	0	9	4	ഗ	2	
CHILDREN	0	8	5	5	0	4	
MOVIES	7	0	10	3	13	7	
NEWS	2	2	0	1	9	10	
SPORTS	0	0	2	20	80	0	
	0000-0400	0400-0800	0800-1200	1200-1600	1600-2200	2000-2400	
TIME							

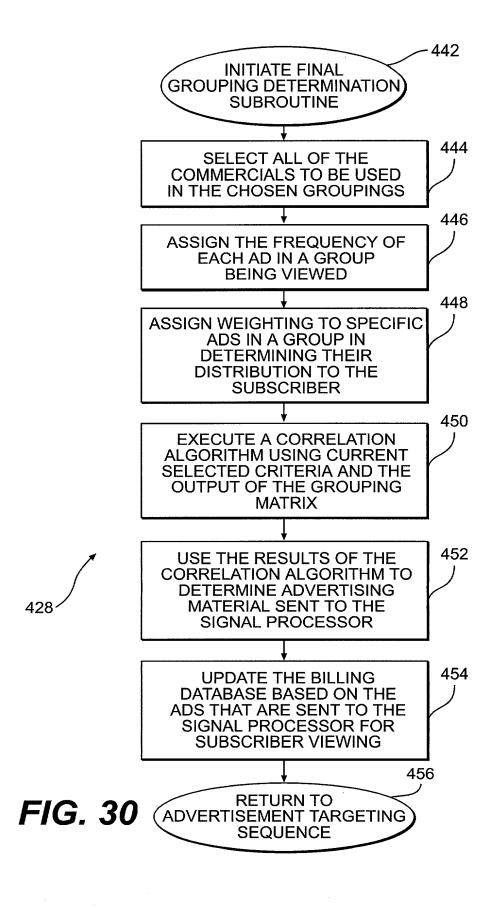




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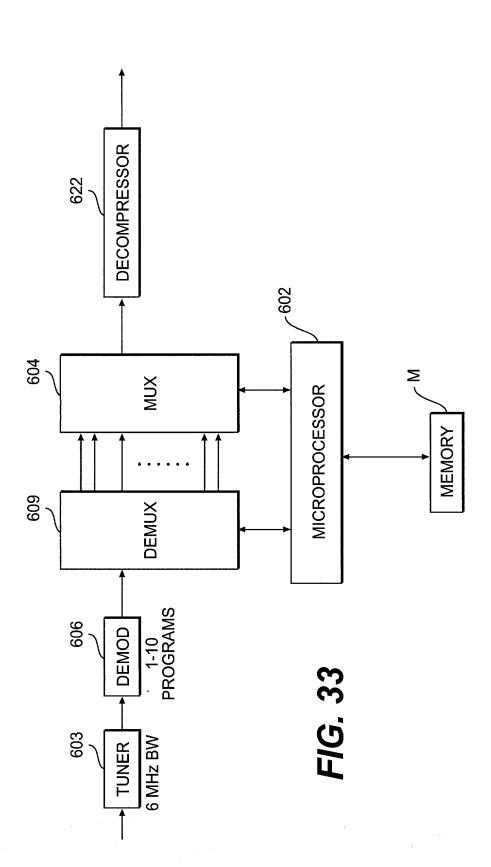


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